



UNITED STATES ARMY
THE CHIEF OF STAFF

February 7, 2001

To General Officers of the United States Army

Army core values — Loyalty, Duty, Respect, Selfless Service, Honor, Integrity, and Personal Courage — are the foundation for our professional ethics. The public expects and deserves its government to be honest, fair and impartial. The Army's reputation also requires that we be accountable for actions we take.

On January 20, 2001, President Bush reaffirmed the 14 principles of public service. These principles, listed below, are the yardstick for public accountability. They are entirely compatible with Army core values, serving as the benchmark for how well we implement those values.

I expect soldiers and leaders to apply these principles in actions they take on behalf of the Army. Use them as a direct practical guide for making day-today decisions.

The Army Standards of Conduct **Office** prepared this *Ethics Guide for Senior Leaders* to explain specific applications of The President's 14 principles and the *Joint Ethics Regulation, DoD 5500.7-R*. This Guide is not only important for senior leaders, but for all soldiers. I encourage commanders and their staff to use the *Guide* at all appropriate levels.

Although, the *Ethics Guide for Senior Leaders* provides information on a variety of matters, it is not a substitute for advice from an Ethics Counselor. Each installation has a designated Ethics Counselor located in the office of the Staff Judge Advocate or post legal office. The Ethics Counselor is available to soldiers and employees who need information and advice on how ethics rules apply to their activities.

Eric K. Shinseki
General, United States Army